

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

Already, many larger media outlets have huge viewships and readerships. In Pine Bluff, Arkansas, during this election season, a corporate owner from Nevada was engineering local elections in Arkansas, and a local newspaper editor resigned over the incident.

Surely it can only be good for our democracy and our people to have a variety of views available, and not only those from people powerful enough and wealthy enough to own many outlets.

A locally owned news station or newspaper, if it is truly doing its job, knows its reader and viewership and can do a far more thorough job of news and issue coverage than an outlet many miles away. A national issue, like the economy or homeland security, has far more relevance if localized for the area being covered.

There is no way a nationally owned outlet can know what is critical to the people in a particular area. More diversified ownership and control assured more targeted information and coverage.

Broadcast television, particularly, is the major source of news for the majority of the public. It is essential that some local control, and a variety of control, be maintained in such outlets if we are to maintain our democracy and serve the huge variety of people who live in our country.

The larger a media outlet, the more homogeneous the news and the less targeted to individual interests.

The only way to achieve diversity is to keep medial companies as small and localized as possible, with some larger outlets to handle national and international issues.

We already see a tendency of the media to go with the same coverage, the same stands, the same biases. If anything, the FCC should be leaning toward breaking up the larger outlets, rather than allowing more merger.

It is critical, to inform the public, that both print and broadcast media maintain their "Watchdog" status over government entities as well as private interests. This is only possible with a wide and varied ownership and control of media outlets.

Cable television, far from increasing diversity, has just picked up the company line, with reruns ad nauseum and news coverage largely mirroring the major networks.

Commonly owned media, far from providing incentives to diversify, tends to create a homogeneous, singular view of the world and society. The only way to stop this is to insist on wide diversity in ownership.

There are very few choices, and combining the few we have will make for more of the same, not a voice for many views.

You are responsible for what goes over our airways and who controls them. Please lean far toward diversity and variety rather than homogeneous ownership.